



### Role of Telecommunications - Promoting Unity in an Environment of Diversity

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Telekom Malaysia Berhad (TM)  
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### Role of Telecommunications – Promoting Unity in an Environment of Diversity - Key Questions



- Is there a bridging role for telecommunication to promote unity?
- What is the requirement for telecommunication to be an effective bridge?
- Given the use of the new media, do the new media promote or undermine unity?
- What are roles of govt. and society to ensure telecommunication do play a significant bridging role?

### Many Dimension of Diversity in Malaysia

Region	Percentage (%)
Peninsular Malaysia	79.5
Sabah	11.6
Sarawak	8.8

**Population Distribution**

Race	Percentage (%)
Malay & other indigenous	58
Chinese	27
Indians	8
Others	7%

**Race Distribution**

### Unity a Common Theme in Malaysia Development Plans

**First Malaysia Plan 1966**

- To promote the integration of the peoples and states of Malaysia by embarking upon a development plan explicitly designed to promote the welfare of all

**Ninth Malaysia Plan 2006**

- The third thrust of the national mission is to address persistent social economic inequalities constructively and productively

**1 Malaysia**

- Menerapkan teras-teras perpaduan sebagai budaya dan amalan semua rakyat Malaysia. Teras perpaduan ini adalah komponen-komponen asas yang menguatkan semangat bersatu padu di kalangan rakyat berbilang kaum. Teras Perpaduan ini didokongi oleh nilai-nilai murni yang seharusnya mendasari cara hidup rakyat Malaysia.

### Unity Through Economic Development

**Role of NEP**

- Eradicating poverty
- Economic restructuring to eliminate the identification of ethnicity with economic function

**Vision 2020**

- Ensuring an economically just society with fair and equitable distribution of the wealth of the nation, in which there is full partnership in economic progress

### Telecommunication and Economic Development

No country that is economically rich that is not information rich or telecommunication rich

Early 20th Century: AT & T (USA), Siemens (Germany), Ericsson (Sweden)

21<sup>st</sup> Century: NTT, NEC, Fujitsu (Japan), Samsung, LG (Korea)

Rising power house: Huawei, ZTE, FiberHome (China)

### Links between Sabah, Sarawak and Peninsular Malaysia (1967)



Capacity:  
Kuala Lumpur-Guaran: 80 telephone circuits  
22 telex circuits

### Allocation for Telecommunication Development 1<sup>st</sup> Malaysia Plan

	1961-65 (estimate, \$ Mil)	1966-70 (target, \$ Mil)	% change
Total	877	751	-14
Functional components			
Transport	747	546	-27
<b>Communications</b>	<b>130</b>	<b>205</b>	<b>+58</b>
Regional components			
Malaya	702	522	-26
Borneo States	175	229	+31

### Links between Peninsular Malaysia and States of Sabah and Sarawak (2009)



Malaysia Domestic Cable System (2009)

### Links between Peninsular Malaysia and States of Sabah and Sarawak (2009)



Malaysia International Cable System (2009)

### Convergence of Telecommunication and Content

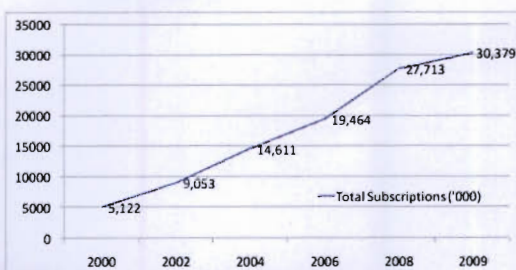
1966 - Telecommunications, Post and Broadcasting under the same ministry

1998 - Communications & Multimedia Act.  
- First World Convergence Act

Ubiquity - Key to be an effective bridge

Network effects - Law of increasing returns

### Cellular Growth



Cellular Growth (2000-2009)



### National Policy Objectives of the CMA 1998

- Creating a global hub
- Building a civil society
- Nurturing local content and culture
- Ensuring long-term benefits for end-users
- Nurturing user confidence
- Promoting access and equity
- Creating a robust applications environment
- Facilitating efficient allocation of resources
- Developing industry capabilities
- Promoting secure and safe networking

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### Policies/Regulations to Widen Cellular Penetration

- |   |  |   |  |
|---|--|---|--|
| <ul style="list-style-type: none"> <li>• Revocation of the rate regulation to promote competition of mobile services</li> </ul> <b>2002</b> | <ul style="list-style-type: none"> <li>• Promote tower sharing through licensing of independent tower operators</li> </ul> <b>2003</b> | <ul style="list-style-type: none"> <li>• Inter Connect arrangement that favor mobile services</li> </ul> <b>2004</b>  | <ul style="list-style-type: none"> <li>• Establishment of state backed companies to facilitate faster tower roll out (2005)</li> </ul> <b>2005</b> |
| <ul style="list-style-type: none"> <li>• Introduction of Prepaid registration to promote security of phone usage</li> </ul> <b>2006</b>     | <ul style="list-style-type: none"> <li>• Designate mobile services as basic services to quality for USP funds</li> </ul> <b>2007</b>   | <ul style="list-style-type: none"> <li>• Introduce mobile number portability to promote further competition and quality of cellular services</li> </ul> <b>2008</b> |  |

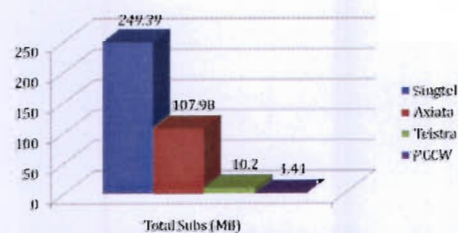
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### Global Axiata Presence

	Celcom Malaysia Berhad (Malaysia), 100%
	PT Excelcomindo Pratama Tbk (Indonesia), 83.8%
	Dialup Telekom PLC (Sri Lanka), 65%
	TM International Bangladesh Ltd (Bangladesh), 70%
	TM International Cambodia Co.Ltd (Cambodia), 100%
	Idco Cellular Ltd (India), 15%
	Sparc Communications Ltd (India), 49%
	MobileOne Ltd (Singapore), 29.7%
	Smart Corporation Public Company Ltd (Thailand), 1.19%
	SAMART i-Mobile Public Co.Ltd (Thailand), 24.4%
	Multinet Pakistan (Private) Ltd (Pakistan), 89%
	Mobile Telecommunications Company of Eshfan (Iran), 49%

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### Axiata Regional Position



Axiata Position in Comparison to Other Regional Players

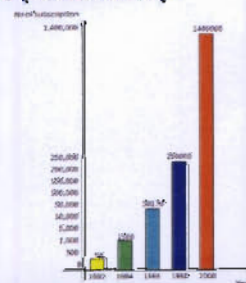
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### Internet Developments in Malaysia

1990	1992	1996	1998
• First introduced by MIMOS experimental network JARING	• First commercial service by MIMOS	• Second internet service provider offered by Telekom Malaysia	• Internet reached 250,000 customers

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### Subscribers for Jaring and TM Early Years of Internet (1996-2000)



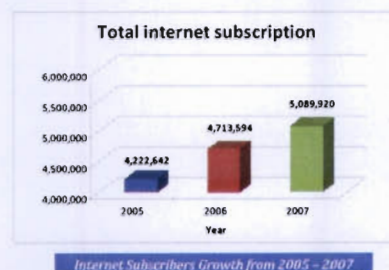
Subscribers for Jaring and TM early years of internet 1996 to 2000

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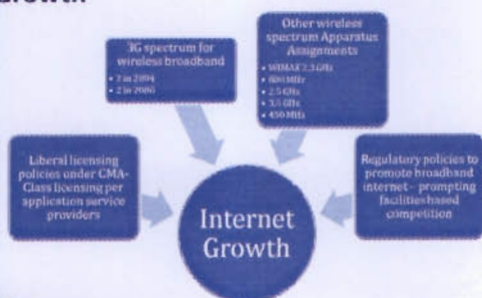
## MSC Strong Push for Internet – 10 Bills of Guarantee

- Provide a world-class physical and information infrastructure
- Allow unrestricted employment of local and foreign knowledge workers
- Ensure freedom of ownership
- Give the freedom to source capital globally for MSC infrastructure
- Provide competitive financial incentives
- Become a regional leader in intellectual property protection and cyberlaws
- Tender key MSC infrastructure contracts to leading companies
- Provide an effective one-stop agency - MDC
- Provide globally competitive telecommunications tariffs
- Non censorship of the internet

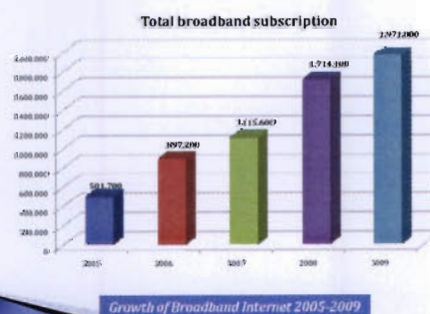
## Internet Subscribers Growth (2005-2007)



## Other Factors Contributing to Internet Growth



## Growth of Broadband Internet 2005-2009



## MSC Flagship Applications



## Role of Government in Promoting Broadband

- United Kingdom**
  - Undertaking to UK government on broadband infrastructure and Open Reach
- South Korea**
  - KISDI and government investments in broadband infrastructure
- Singapore**
  - Government broadband initiative
- United States**
  - National Information Infrastructure Agenda
- Australia**
  - Government intervention in broadband rollout



## Government Investments in Broadband

The economic downturn is accelerating governments investments in broadband networks

Government Investments in National Broadband Networks

Country	Year	Target Speed	Target Penetration	Target Year	Total Investment USD Bn	Investment Per Capita USD
Korea	2000	1 Gbps	100%	2012	24,900	502
New Zealand	2000	100 Mbps	75%	na	1,900	219
Australia	2000	100 Mbps	90%	2017	30,900	1,469
Singapore	2000	100 Mbps	90%	2012	800	140
Malaysia	2008	100 Mbps	100%	2015	714	28
Greece	2008	100 Mbps	50%	2017	2,020	204
Japan	2007	100 Mbps	100%	2010	19,800	100

## Malaysia ~ National Broadband Plan 2004

Schoolnet

Clinics

Community  
Broadband  
Centers

Community  
Broadband  
Libraries

10,000  
schools

359 clinics

250 CBC

510 CBL

## Cabinet Committee on Broadband 2006

Supply driven approach with Public Private Partnership

Government to contribute 2.4 Bn, TM to invest 8.9 Bn and total infra cost is 11.3 Bn

TM to roll out 1.3 Mil lines by 2012

TM undertaking for bridging digital divide RM 500 Mil

To reach 50% broadband penetration by 2010 through BRGP and HSBII

## Role of Universal Service Provision in Promoting Ubiquity

Sec 202 CMA

- Minister to determine a system to promote widespread availability and usage of network/application services in underserved areas or underserved groups

Sec 204 (1)

- Universal Service Fund (USF Fund) established for such purpose

Sec 204 (2)

- Contribution by licensees to the USF fund

## USP Implementation 2002-2009

89 designated USP areas

Basic fixed line voice and internet

Below national average of about 20%

Broadband and cellular included in 2008

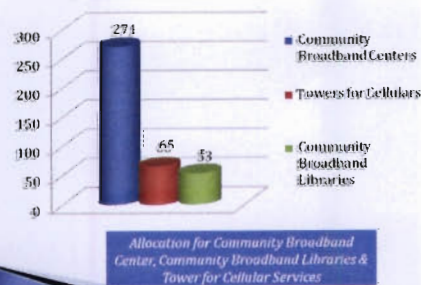
Community Broadband Centers

Community Broadband Libraries

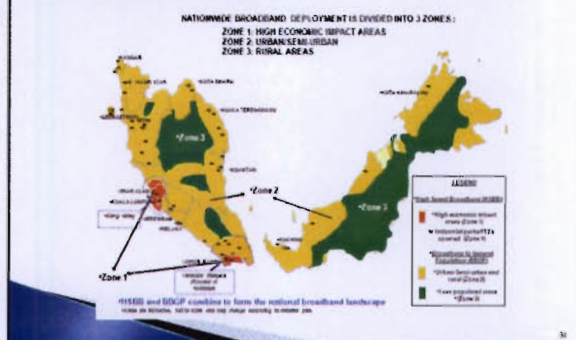
Provision for content development and promotions

Provision on Telco drawdown up to 50%

## USP Allocation



## Contribution of USP to National Broadband Penetration



## Managing Undesirable Content on the Internet



## Case 1: Indonesia

**INDONESIA MULLS INTERNET CENSORSHIP**

**NEWS** JAKARTA, 11 FEBRUARY 2008

Indonesia's government is considering a law to restrict access to the Internet, a move that has drawn criticism from human rights groups and some lawmakers.

**» We don't have any intention to move backward... but we don't want people to think that the government ignores matters like pornography on the Internet.**

The proposed law, known as the Electronic Information and Transactions (EIT) Law, would give the government the power to block access to websites that contain "obscene, false, misleading, or defamatory" information. It would also require internet service providers to monitor and report on the content of websites accessed by their users.

The law has been drafted by the Indonesian Ministry of Communication and Information Technology. It is expected to be passed by the Indonesian parliament in the near future.

## Section 233 of the Communications and Multimedia Act

A person who makes, creates, initiates, transmission of any comment, request, suggestion or communication which is obscene, indecent, false, menacing or offensive in character with intention to annoy, abuse, threaten or harass any person commits an offense- fine not exceeding fifty thousand ringgit or imprisonment not exceeding one year or both

## Section 212 CMA

### Content Forum

- Restrictions on provision of unsuitable content
- Procedures for handling public complaints
- Representation of Malaysian culture and national identity
- Public information and education regarding content regulation and technologies for end user control of content

## From Self Regulations to Punitive Actions

### Content Code

### High Profile Internet Cases

- Negaraku – deemed to demean Malaysian flag
- Insults to Sultan of Perak – 8 cases, 1 plead guilty
- Insult to late Sultan of Johore – case pending



### Ministry of Information, Communication and Culture – List of Cases (end 2009)

Description	No. of Cases
Cases investigated by SKMM	352
Cases compounded	38
Cases closed	174
Cases requiring further investigations by Attorney General	36

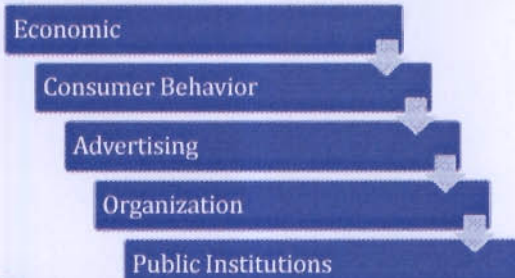
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### Price Waterhouse Coopers Report Global Entertainment and Media Outlook 2009-2013



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### New Media Impact on the Net Generation (Born Between 1977 – 1997)

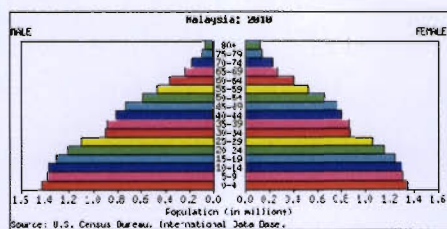


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### 8 Characteristics of Net Generation Dan Tapscott, Grown Up Digital (2005)

- They want freedom – choice, expression
- They love to customize
- They want engagement – online
- They look for corporate integrity and openness
- They want entertainment and play in their work, education, social life
- They are collaboration and relationship generation
- They have need for speed, reach
- They are innovators – global access to information

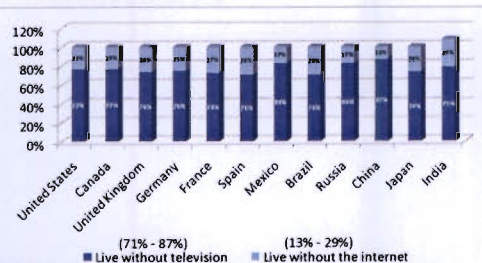
### Malaysia Net Generation



Majority of Malaysia Population are from the Net Gen group

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### Net Geners Answer the Question: Would You Rather Live without TV or Internet



The Net Generation

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## New Attributes and New Ethics

Jeff Jarvis:

More open, transparent and trusting by our society

Inverse relationship between trust and control

Need for collaboration and sharing of information

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## Managing Sensitivities through the Internet

Controversy over the use of Allah and cases of arson involving religious premises

Avenue for exchange of information, check on validity of purported events and rally for solidarity and promotion of public good

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## Actions to Promote National Unity through New Media

### Government

- Promote further trust of the internet and information exchange associated with it and transparency in operation

### Society

- Don't be evil - since evil deeds - one way or the other, will spill over into the internet

### Civil Society and NGOs

- Use new media to organize communities better - economic, education, environment, entertainment

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## Conclusion

1

- Economic development strategies has been central in addressing unity in Malaysia

2

- Telecommunications has always played a role in the government economic development agenda

3

- Ubiquity is key - new media with the power to exchange information and organize communities to promote unity

4

- Government should promote transparency, society to do good and not be evil, and civil society to organize their communities better

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## FORUM BICARA SEHARI BERSAMA PROFESOR ADJUNG UUM CAS

PERPADUAN **WENERUSI** KEPELBAGAIAN

Ahad, 28 Februari 2010

1

## CD COMMUNICATIONS GROUP SDN BHD

G-2, Jalan PJU 8/3A,  
Damansara Perdana,  
47820 Petaling Jaya  
Selangor Darul Ehsan

2

## MAKLUMAT KORPORAT

- Ditubuhkan pada 1988. 100% milik bumiputra.
- Kumpulan komunikasi pemasaran bersepadu.
- 5 syarikat dalam Kumpulan.
- Staf pelbagai kaum seramai 102 orang.
- Ahli MAA & AAAA
- Akreditasi dengan semua media

3



.....Cara dan Amalan kami

bekerja

bersukan

bersosial

beramal

4

bekerja



5

bersukan



bersosial



6





## UNITY THROUGH DIVERSITY - THE RHB EXPERIENCE -

- 28 February 2010 -  
Dato' Tajuddin Atan  
Group Managing Director  
RHB Banking Group

### 1Malaysia Concept



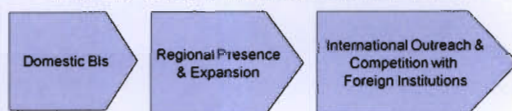
Emphasis on –

National Unity  
Ethnic Tolerance  
Operational Efficiency

Values	
Perseverance	Culture of Excellence
Acceptance	Loyalty
Education	Humility
Integrity	Meritocracy

### The Malaysian Banking Industry

The Evolution of Banking Institutions (BIs)



Increased customer awareness & demands



- Customer Value Proposition - Enhanced and innovative financial product & service offerings
- High level of customer service standards

### Banking Culture – Results Driven

- To remain competitive, BIs are managed with a focused approach

Emphasis on –

- efficient delivery
- top quality service
- high performance
- exceeding targets
- excellent financial results



### The Banking Environment & The Bank Employee

- Highly regulated and well supervised

Laws, rules & regulations, guidelines issued, monitored and enforced by regulatory bodies

- Scope of work  
- Limits of Authority  
- Discretionary Powers  
- Acting in the Interest of the organisation



- Risk Management Framework  
- Internal Audit Examination  
- Company Policies, Procedures & Manuals

Corporate Governance concepts of responsibility, accountability and transparency

### Management of BIs

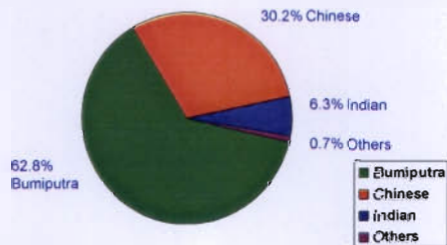
- Getting the best employees and getting the best out of the employees

In an environment that demands high standards from all bank employees and low tolerance of errors, the management team of BIs are required to ensure –

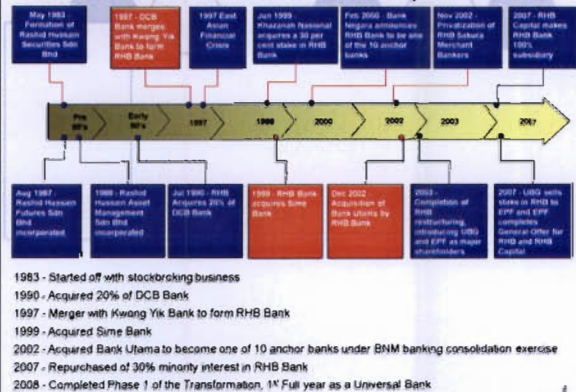
- The inculcation of a strong work culture & teamwork
- Performance culture – reward/incentive framework
- Clear career path and personal development plans
- Provision of regular training and re-skilling programs to enhance skill sets

## Driving Unity in RHB

- Staff Statistics by Ethnicity as at 31 December 2009



## The Evolution of the RHB Group



## RHB – Beyond Ethnicity

- Internally - Inculcation of the RHB Culture "Performance Driven"
- Externally - To strengthen the RHB Brand "Banking Simplified"

## RHB Work Culture

- Performance Driven -



## Beyond Ethnicity



Encouraging Balanced Work-Life and Productive Workforce –

- Employee Activities
- Sport Activities
- Social Activities

## Employee Activities

- Family Day
  - Effective way to get staff and family members to gather and foster better relationship
  - Indirectly promotes teamwork and respect
- Annual Dinner
  - Building employee engagement and morale
  - Reward mechanism for staff work contribution and performance
- Malis Iftar
  - Participation of non-Muslim management members and staff
  - Promoting unity and understanding



### Sports Activities

- National Bank Sports Council Games
- Development Program – Football, Futsal, Paintball
- Inter-region Sports Fiesta
- Unity Games
- MIBA Sports Meets
- Sports Recognition Night
- Children Football Camp



### Social Activities

- *Teh Tarik* with the GMD
  - GMD meet the staff session held at HQ and Regional offices
  - promotes unity through sharing of strategies and aspirations of the banking group
- Division / Department Gathering / Dinner
  - to celebrate achievement of milestone or ethnic festivities
  - promotes teamwork and unity between staff of different departments

### Creating the RHB Brand

- **Corporate Social Responsibility (CSR)** Philosophy –
  - to embark on initiatives that cut across and impacts the community at large, transcending cultural and religious differences
  - Voluntary contribution that is expected to create and instill positive social values not only to the Group's employees but also to the society as a whole

### Awareness Campaign

- Missing Children – Reuniting Families



Initially launched in 2007 to assist police in locating missing children under 18 years old.

- Displayed and distributed posters
- Print ads of safety tips for children and parents

Compilation of booklet – *Crime Prevention Tips for Kids*

- Distributed booklets to primary schools in urban areas susceptible to high crime rates in a road show in 6 major cities

### Let's Learn with RHB

- RHB-NST Spell-It-Right (SIR) Challenge



- RHB-The Star Mighty Minds



- Upgrade of Reading Materials and School Resource Centres

### Unity Through Diversity

- Employees of a Banking Institution - RHB are unified through the organisation's work culture and the management's expectations of high performance as well as the promise of reward & recognition for achievements that transcends ethnic, cultural, social and educational background

